

Unlocking Hidden Savings:

How ERA Optimised Peers Hardy Group's Amazon Account

“ It was clear that Kevin fully understood the workings of Amazon and had contacts within the business that he could call on to get answers which was very useful as we had previously found it difficult to make a ‘human contact’ with Amazon. Overall, it was very re-assuring to have had such a thorough review undertaken and this gave us comfort that our account was well managed, and we were not suffering unnecessary costs. Also, the areas Kevin identified gave us a good basis to review how we managed Amazon going forward. Very professional and very good value for money.”

Peers Hardy Group

NICK CROWE, FINANCE DIRECTOR, PEERS HARDY GROUP



The client

A leading specialist watch, clock, jewellery and gift group, Peers Hardy is a major supplier of own label watches to many top High Street fashion chains and also boasts an enviable portfolio of brands catering for a wide audience. Leading brands include Harry Lime, Reflex Active, Henry London, Radley, Police, Timberland, as well as children's watches from Tikkers and Disney.

The challenge

ERA experts, Clive Cowan and Kevin Davies, clearly outlined the review process, the required data and authority letters, and the details of their success fee structure. Kevin conducted the review over 3-4 weeks, managing the process with minimal involvement from Peers Hardy Group.

The solution

Invoicing from 3PL companies can be difficult, with around 10% being incorrect. Amazon is no exception, and non-compliance with their standard processes can result in extra charges. ERA's knowledge, experience, and contacts at Amazon enabled a thorough health check. The Peers Hardy team managed their Amazon relationship well, avoiding most charges, yet ERA still identified issues and reclaimed a five-figure sum reimbursed directly to Peers Hardy's account from Amazon.

Kevin's expertise in Amazon's operations and his contacts within the company were invaluable. The comprehensive review provided reassurance that the Peers Hardy Group's account was well managed. It confirmed that they were not incurring unnecessary costs and identified areas for improvement in managing their Amazon account.

Most of this analysis was conducted remotely with access to the Amazon portals, minimising the time and workload on the client while maximising the rebates achieved.

The insights gained from the review have given Peers Hardy Group a solid foundation to enhance their account management practices on Amazon, ensuring better control over expenses and improving operational efficiency in the future.

